

LOVE YOUR BEACH CLEAN: LEAD GUIDELINE

1 MONTH TO GO!

- Make sure you have permissions from all relevant bodies such as Parks, First Nations, and Municipal governments.
- Register the beach clean with your local newspaper.
- Contact a graphic designer to make a poster, or create your own at Canva.com for free! Be sure to include all details and sponsor logos.
- Create the Facebook event and start promoting!

2 WEEKS TO GO!

- Confirm refreshment/prizes/transport for the clean up, contact your Treasurer for an updated budget. Be sure that all refreshments are ethically sourced, and are as waste free/plastic free as possible. Keep all receipts and give these to staff for reimbursement.
- Advertise the event on all Social Media platforms. Put up beach clean posters around your town/city. You can also send the poster to businesses you would like to invite and ask them to print a poster for their staff.
- Secure 3-5 volunteers and delegate the following tasks:

Volunteer Roles

- 1) SET UP / TAKE DOWN of the beach kit.
- 2) BOOTH MANAGERS: sign in volunteers, give safety briefing, give out gloves/buckets and high fives, help with refreshments. Talks about campaigns and programs with attendees and gets people to sign petitions.
- 3) PHOTOGRAPHER: take pics of the group, interesting items, the total amount of trash, the landscape, the beauty and the destruction. Share these on socials to raise awareness!
- 4) DATA RECORDERS: separate/sort/record all debris, and clean off recycling items. You can recycle debris through your local recycling contractor, and recycle all beach plastic through Terracycle for FREE. Check out <https://www.terracycle.ca/en-CA/brigades/beachcleanup#how-it-works>.
- 5) FIRST AIDER: responsible for first aid kit and implementing the safety plan to protect all attendees.

1 WEEK TO GO!

- Confirm with volunteers who are helping and ensure they have everything they need and are clear on their roles. Confirm location meet up for your event volunteers with any parking info or directions needed.
- Print out and put up extra beach clean posters as needed and raise the stoke through social media!
- Discuss any extra supplies you might need outside of the beach kit with your team.
- Go on your local radio to discuss the event.

LAST FEW DAYS

- Repost the event on social media with a call out to attend a community clean up, keep it fun!
- Ask Radio stations to pump the event again.
- Review the beach kit and all necessary supplies, equipment, and forms.

- Print out volunteer waivers and have safety speech ready (this is super important!)

THE DAY OF THE CLEANUP

- Social media post again!
- Get all of your equipment ready, double check that you have everything.
- Head to the beach with your volunteer team and set up 45 mins prior .
- Review volunteer tasks to ensure everything runs smoothly.
- Make sure all volunteers read and sign the safety waivers. Prioritize safety at all times for all volunteers, and give clear instructions on cleanup boundaries
- Ensure all volunteers feel valued, welcome every person.
- Give volunteers tasks and responsibilities. If you have too many volunteers, send them out to clean the beach and engage visitors.
- Take lots of photographs, including a big group photo, photo of any prize winners, weird finds, the entire amount of trash, the microplastics, the cigarette butts, anything substantial to raise awareness.
- **Begin sorting and recording the debris a MINIMUM of 45 min before clean up ends.** Fill in the data sheet as accurately as possible and take a photo for future reference.
- Account for all volunteers and equipment after the clean up is over.
- Have at least 15 minutes social time at the end of the clean up, refreshments, high fives, next meet up dates, give out beach clean planners, invite volunteers to the next public meet up, identify any new volunteers interested in campaigns and connect them to the right people .
- Be resourceful if necessary, and if in doubt call any of the emergency contacts.

POST-CLEANUP

- All gloves and bags need to be washed and dried.
- All buckets need to be emptied and rinsed.
- Pack away the beach kit, and make sure it's clean, dry, sand free. Replace any supplies needed.
- Return any extra equipment to its original source.
- Social media post with photographs and data within 48 hours on social media, include a big thanks to all the volunteers, sponsors and collaborators.
- Place debris in the arranged location with Terracycle and/or your local recycling/landfill depot.
- Take down any posters and recycle the paper.
- Share Volunteer sign up sheets with your team.
- Reach out to your local newspaper and talk about what you collected, how many volunteers showed up, and any other insights you've gained that will be useful to the public and help to address the issue of marine debris and plastic pollution.
- Keep all financial records/receipts and submit to your Treasurer.
- Share the details of your clean up with friends, family, your workplace and municipality. Discuss the data and trash trends and possible preventive actions, like a cigarette canister or campaign to eliminate/reduce a single use plastic.

SORTING DEBRIS

Allow yourself plenty of time for sorting your debris after collection! Remember, the better you separate your items by material, the more likely it will be recycled. Ideally, nothing should be sent to landfill, with all debris being either recycled, composted, or turned into artwork. The categories you will sort into depend on the recycling facilities available to you. At Surfrider Pacific Rim we partner with Ocean Legacy Foundation, who sort debris into the following categories:

THE THREE BAG SYSTEM		
Material	Recycled into	Bag #
Clear Water Bottles	Lush cosmetics	#1
Foam	Research opportunities	#2
Buoys	Art programs	#3
Rope	Art programs / plastic to fuel	#3
Rubber	Cement Filler	#3
Mixed Hard Plastics	Lush cosmetics / plastic to fuel	#3
Mixed Soft Plastics	Plastic to oil / Lush cosmetics	#3
Textiles	Cement filler	#3
Tires	Action Tire Services	Keep out of bags

THE DATA

Whist cleanups are an amazing way of engaging volunteers, capturing emotive imagery for storytelling, and providing short-term relief for polluted ecosystems, we garner the greatest impact by collecting good data; long term data sets about types of debris and accumulation points along the coast provide us with evidence for systemic change that **prevents pollution at the source**: promoting regulation, producer responsibility, and product redesign!